



Raising Standards. Bridging Technologies. Building Value.

**QuEST Forum Newsletter
November/December 2008**

Happy Holidays and Best Wishes for 2009

Thank you for allowing QuEST Forum to be part of your organization in 2008. We have enjoyed the opportunity to assist you in your quest for quality and we look forward to working with you to ensure your continued success in the upcoming year.

2009 QuEST Forum Leadership

We are honored to present the 2009 QuEST Forum leadership.

2009 QuEST Forum Executive Board

Chair

Fraser Pajak

Vice President, Service Management, Network & Data Centre
Operations
TELUS Communications

Treasurer

Michael Daigle

Vice President, Network Planning
Verizon

Vice-Chair

Kevin Calhoun

Executive Director, Global Quality and Environmental Management
Corning Cable Systems

Chief Operating Officer

Don Pickens

QuEST Forum

Member Representative Director

Supplier - To be appointed by Kevin Calhoun

Member Representative Director

Service Provider - To be appointed by Fraser Pajak

Directors

David Ayers

Vice President, Engineering
Nortel

JoAnn Brumit

CEO
Karlee

Pierre Cyr

Vice President, Global Quality & Customer Satisfaction
Alcatel-Lucent

Steve Dickens

General Manager, Corporate Quality
BT

Tim Harden

President, AT&T Supply Chain and Fleet Operations
AT&T

Ken Koffman

Global Corporate Quality Officer
BigBand Networks

Amador Lucero

Vice President, Network Operations and Engineering
Qwest

Gary McMullin

Executive Vice President
Telmar Network Technology

Ron Ostrowski

Executive Strategic Operations
Cisco Systems, Inc.

S. Seenivasagan

Head, Quality Excellence
Reliance Communications Limited

David W. Stahl

Vice President, Quality and Technical Services
Tellabs

Zhang Wei Hua

Chairman & General Manager
China Telecom (Shanghai)

Dr. Li Yingtao

President of Central Research & Development
Huawei Technologies

Executive Contributors

Shunichi Fujii

General Manager, Global Quality, Photonic Systems Group
Fujitsu Limited

Satyendra Kumar

Senior Vice President and Group Head, Quality
Infosys

Trevor Putrah

Executive Vice President
KGP Telecommunications

Ed Rohlfs

Vice President, Global Quality & Customer Satisfaction
ADTRAN, Inc.

Steve Welch

QuEST Forum Chairman 1997, 1998

2009 QuEST Forum Regional Leaders

Americas Region

John Russell, Chair

Telcordia

Art Morrical, Vice-Chair

Alcatel-Lucent

APAC Region

Ashok Dandekar, Co-Chair

Fujitsu

Jack Pompeo, Co-Chair

Huawei

Greater China Hub

Zhang Wei Hua, Co-Chair

Shanghai Telecom

Xu Feng, Co-Chair

ZTE

William Wong, Secretary

HKQAA

India Hub

Satyendra Kumar, Co-Chair

Infosys

S. Seenivasagan, Co-Chair

Reliance Communications

Japan Hub

Shunichi Fujii, Chair

Fujitsu

Korea Hub

Junil Song, Secretary

KQA

EMEA Region

Johannes Schuck, Chair

Alcatel-Lucent

2009 QuEST Forum Work Group Leadership

Global Work Group

Rod Bothwell, Chair

The DESARA Group

Ashok Dandekar, Vice Chair

Fujitsu

IGQ Work Group

Betty Schlackman, Chair

AT&T

John Wronka, Vice Chair

Alcatel-Lucent

Oversight Work Group

Tom Yohe, Chair

Telmar

Irv Briks, Vice Chair

AT&T

TBE Work Group

Joan Lynn, Acting Chair

TELUS

Ed Bryan, Acting Vice Chair

ADTRAN

2009 Sponsorship Opportunities

While current economic realities will undoubtedly influence all aspects of your business, continued involvement with QuEST Forum to derive the benefits for your business will continue to be very important. In recognition of promoting QuEST Forum and the TL 9000 standard globally, QuEST Forum will make changes to recognize our global growth. Consequently, QuEST Forum has reduced the number of meetings in 2009 from five to three while at the same time expanding our offerings throughout the regions to ensure that all members can benefit from the dissemination of best practices as well as the recognition of membership and TL registrations.

QuEST Forum's conferences provide both educational and networking opportunities which are consistently rated as one of our primary strengths. While knowledgeable speakers and relevant presentations along with solid attendance are key components of a successful meeting, adequate funding is also vital. The conferences have always been funded by the gracious contributions of our members, and we trust that you will see the continued importance of sponsoring in 2009.

QuEST Forum offers a range of sponsorship packages: [Diamond](#), [Emerald](#), [Sapphire](#), [Ruby](#), and [Element](#). QuEST Forum can also create a custom sponsorship package for you and [discounts](#) are available when you commit to sponsoring more than one event in 2009. Please remember that every contribution counts and several sponsorships at the Emerald, Sapphire or Ruby level can quickly equal the amount of a Diamond sponsorship.

The [benefits of sponsoring](#) are many. Not only are you demonstrating your organization's commitment to quality and QuEST Forum, as a sponsor you will also receive recognition, promotion and publicity.

To commit to sponsor in 2009 or for more information please contact Rebecca McVeigh at 972-423-0268 or rmcveigh@questforum.org. We appreciate your consideration of sponsorship and your generosity.

Executive Board Projects Updates

Executive Board Project #1 – Operational Efficiencies

Work continues in implementing the ASABA Group recommendations addressing QuEST Forum Operational Efficiencies. Completed projects include the creation of an enterprise-wide project management system, the establishment of a QuEST Forum Product Development Roadmap, and updating the QuEST Forum Strategic Marketing Plan including the development of new marketing collateral. Development and deployment of a new Customer Relationship Management (CRM) system is under way and due to be completed at the start of the year.

The Balanced Scorecard has been reviewed and a new one for 2009 is in development. Modifications include tying the project management deliverables of the Work Groups and Regions to the Project Management Tool in order to report accurate and timely updates to their progress. In addition, the Executive Board Projects deliverables will be added to the metrics, as well as more detailed metrics on QuEST Forum staff and UTD performance.

The team will be working with the Working Committees (Work Groups and Regional Hubs) to move forward with aligning 2009 activities with the 2009 Quest Forum Strategic Objectives. These objectives include Executive Board Project #1 (Operational Efficiencies), Executive Board Project #2 (Website Redesign), Executive Board Project #3 (Membership and TL 9000 registrations), Executive Board Project #4 (Marketing and Communications) and Executive Board Project #5 (Performance Data Report Improvement). New Objectives include Executive Board Project #6 (Benchmarking Network Reliability Centers with Global Operators) and Executive Board Project #7 (Engaging the Regional Hubs).

Operational Efficiencies Leads:

Don Pickens, COO, QuEST Forum, dpickens@questforum.org

Rob Darden, Executive Director, QuEST Forum, robdarden@questforum.org

Executive Board Project #3 – Membership and TL 9000 Registrations

This project has reached its GREEN goal recruitment level objectives as of December 2008.

Green Goal	Status
1. Identify the top 20 strategic tier 1 & 2 companies for QuEST Forum Membership	211 Identified
2. Recrute 10 new tier 1 & 2 strategic members into QuEST Forum	10 Recruited
3. Identify the top 10 small companies for QuEST Forum membership	50 Identified
4. Recruit 5 small company members into QuEST Forum	5 Recruited
5. Identify the top 20 companies to be TL 9000 certified	131 Identified
6. Add 10 new strategic companies to be TL 9000 certified	10*
7. Insure each hub has a top 20 list loaded in database	20

The Project has partially reached its Blue goal status.

Blue Goal	Status
8. Recruit 20 new tier 1 & 2 strategic members into QuEST Forum	11
9. Recruit 10 small company members into QuEST Forum	8

10. Add 15 new strategic companies to be TL 9000 certified	51*
11. Updated database in all regions	Total 261 Identified

Each hub continues to drive new candidates for membership and certification. Globally, 261 companies have been identified for either QuEST membership, TL 9000 registration or both. Out of this number, 19 have joined the QuEST Forum and 51 are TL 9000 registered/certified. Other companies like T-Mobile, WindStream, Furukawa and others are actively being pursued for membership.

The status report on the project was presented at the November board meeting. The board is very supportive and recommended the project be continued during the year 2009. The effort of all regional hub members contributing to the project is well appreciated.

Membership and TL 9000 Registration Leads:

Dave Ayers, Nortel, dayers@nortel.com
 Dave Stahl, Tellabs, david.stahl@tellabs.com
 JoAnn Brumit, Karlee, jabrumit@karlee.com

The Member Participation objective was developed for tracking, analyzing, and improving member participation.

The tracking tool that will be used to calculate participation is now complete. 2007 data along with 2008 data from Q1, Q2, and Q3 has been completed, with participation numbers by company in the following areas; Annual/Regional Conference(s), Executive Board, Leadership Council, Workgroup, Sponsorship, Hub, and Other. 2008 data includes sub-team participation as well.

In order to identify target companies where the team should focus its attention for increased participation, a weighting has been established to evaluate the significance of the many opportunities to participate in QuEST Forum. After reviewing the results of the data collected to-date, the initial list of target companies has been identified.

The team has held meetings with the America's Hub leadership team in the recent weeks. As a result of those meetings, a webinar was conducted to reintroduce non-participating companies to the many opportunities of QuEST Forum. Our next steps are to refine the target list of companies further based on length of membership, utilize the established Peer Guide program to assign individual peer guides to the refined target list, and conduct one-on-one calls after the first of the year with each of these companies. In addition, we have initiated dialogue with the new EMEA leadership team and will be having further discussions in the New Year.

Member Participation Leads:

Ed Rohlfs, ADTRAN, ed.rohlf@adtran.com
 Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Executive Board Major Project #4 - Marketing Communications

The Marketing Team continues to focus on promoting membership value, supporting membership recruitment, and enhancing TL 9000 certifications. There is a new membership value brochure under development that should be available by the first of 2009. The TL 9000 web site was set up with a news spot that promotes the new white paper on "Using your PDRs". This allows easy access to download the white paper. There was an email blast sent out to announce the white paper.

On the EMEA front there has been increased activity and support with the French SIG, TL user group meeting in Stockholm, and the EMEA Workshop in Düsseldorf. The EMEA team is planning their 2009 goals and there is

excitement as the new leadership has been involved with one-on-one meetings and conference calls. Marketing material has been provided and is being used by the team. We are working to set up speaking engagements for QuEST Forum executives at Supercomm (June) and are looking at a cable industry and a cellular industry event. We have introduced a new graphic for 2009, as seen on the banner of this newsletter. This graphic will not be a radical change but will complement our existing style. It will be the basis for the 2009 Insights and Intents and all marketing collateral moving forward. The latest marketing collateral is posted on the "Members Portal" and is accessed by clicking on Marketing Materials (Left hand Column) and then files/Documentation in the center column. Once into the Marketing materials page the left hand column is used to find the material desired. There are four (4) categories: Membership Recruitment, New Member Orientation, TL 9000 Certification, and Other Marketing Materials. All members are encouraged to visit this site and review the collateral material available.

In accordance with the recommendations of the Executive Board this will be the last update from Executive Board Project #4. The project will be removed from the Executive Board project list; however, the marketing team will continue as a working committee and will be active in helping the marketing effort of QuEST Forum. Much has been accomplished this year and we look forward to continued success and improvements next year.

Marketing/Communications Leads:

Gary McMullin, Telmar Network Technology, Gary.McMullin@telmarnt.com

Ashok Dandekar, Fujitsu, Ashok.Dandekar@us.fujitsu.com

Pierre Cyr, Alcatel-Lucent, pierre.cyr@alcatel-lucent.com

Don Irvine, QuEST Forum, dirvine@questforum.org

Executive Board Project # 5 – Performance Data Report Improvement

Progress continues on this initiative's three-part plan to improve performance data reports: 1) Improve PDR accuracy 2) Maximize PDR usage value (see accompanying article) 3) Expand PDR scope.

This month we'd like to highlight further progress on action 1) Improving PDR accuracy. Improving PDR accuracy assumes that the causes of data inaccuracy are understood and can be addressed. Furthermore, it is possible that causes of data problems could vary by TL measure and/or product category.

Using a tool developed by UTD, as mentioned in the July newsletter, a surprising finding was the impact re-certifications can have on the data trend reports. Due to time lags that occur after a re-certification audit, data for a given registration can become "uncertified" and hence not included in the industry trend reports. This action can have major impact on the industry statistics (Best-in-Class, Worst-in-Class and Industry Average) since a company's data that was once contributing to these statistics is automatically removed from the population. This same registration can then later be included once appropriate paperwork is completed, impacting the statistics yet again.

The team is now looking at data retroactively and exploring the impact of including data that was erroneously excluded as "uncertified". Again UTD has developed a tool that shows the before and after effects of changing from "uncertified" to "certified" for some "representative" product categories. While the analysis is preliminary, the impact of changing data to "certified" varies, but in almost every instance it appears valuable to "flip" the switch to "certified". The preliminary analysis has focused on OTI and NPR. In some cases, the industry statistics do not change significantly (typically more true for OTI) ; however, the base of information that the statistics are calculated on is more complete. In other cases, the impact on the industry statistics can be very significant, especially for NPR1 (Criticals). These significant changes are due to data from a previously "uncertified" registration now joining the population. If the newly added certification (or certifications) is large in terms of normalization units or events compared to the existing population, and its performance is much different, the impact on the industry statistics can be large. For example, a fairly large certification with poor performance can drive down NPR Worst-in-Class statistics. If the certification(s) added are very large, the Industry Average can also be impacted. We expect that the analysis will be completed over the next

month and more information will be provided at that time, but this gives you a glimpse of what the team is finding.

As always, anyone interested in joining this effort is free to contact us. While significant progress in understanding major data issues has been made, more work needs to be done to ensure proper implementation of any fixes and long term solution. In the end there is no doubt that PDR data accuracy will be improved by these efforts.

Project #5 Executive Board Leads:

Ken Koffman, BigBand Networks, ken.koffman@bigbandnet.com

IGQ Chair/PDR Evaluation Subteam Lead:

John Wronka, Alcatel-Lucent, jwronka@alcatel-lucent.com

EMEA Leadership Meeting held in Paris, France

The EMEA Region held their first Leadership Team meeting under new chair, Johannes Schuck (Alcatel-Lucent) on 2 December in Paris, France. The meeting was well attended with participation from Alcatel-Lucent, BT, Belgacom, KPN, Deutsche Telecom, Ericsson, Telmar, Bouygues Telecom and QuEST Forum.

The goal of the meeting was to kick-off planning for the EMEA Region for 2009 and for the EMEA Best Practices Conference, scheduled for June in Paris. Discussion points included the organizational structure of the region, better interaction and coordination of the regional activities with those of the Work Groups, scheduling of workshops and SIG meetings for next year, and a planned visit by QuEST Forum senior leaders to Europe in the first quarter of 2009. Much time was spent on the logistics and topics for the Paris Conference.

If you would like to be a member of the EMEA leadership team or one of its sub teams, sponsor or participate in the planning of the Paris Conference, please contact Johannes Schuck at J.Schuck@alcatel-lucent.de

QuEST Forum Participates in CEATEC Japan 2008 Conference

The QuEST Forum Japan hub with co-operation of India Hub presented a session at the CEATEC Japan 2008 Conference. The conference was held in Makuhari, Japan on October 1, 2008.

The session was *“Lifecycle management on Healthy ICT Growth Among Worldwide – TL 9000 Quality management Systems for the Telecommunications Industry”*. The session was comprised of three parts. The first was an introduction of QuEST Forum and TL 9000 by Ashok Dandekar, Global Work Group Chair. The next part was a presentation: *“Introduction of Quantitative Quality Management System using TL 9000 in Wipro”* presented by Mr. Balasubramaniyan, VP Wipro Technologies, India. The third part was an on *“Effective Implementation of TL 9000 in Japan.”* This was presented by Mr Fujii, Chair Japan Hub.

The attendees gave positive feedback on the session and were impressed by the TL 9000 activity in India. Many thanks to the Global Work Group, and the Japan and India hubs for their hard work.

Tii Network Technologies on the Benefits of TL 9000 Registration

Given the underlying benefits of TL9000 and QuEST Forum participation it is not surprising the full scope of opportunities is not understood until organizations actually do it. Tii has found the major benefits outlined above far outweigh the “additional burden” of TL9000; in fact once the additional system is in place there is little or no extra work involved since the TL system IS the management system of the company [... more](#)

New TL 9000 Registrations

Congratulations to the newest TL 9000 certificants: **Le Long**, Vietnam, **Tii Network Technologies**, China, **East Point Communication Technology**, China, **ERA Wireless**, Korea, **Kelta Electro-Mechanical Products**, China, **Optelian**, Canada, **The Cable Shoppe Inc.**, Ontario, **Danriver Technology**, China, **netKTI**, Korea, **Cudo Communication**, Korea, **Lightworks Technology**, Korea, **Leenos Corp.**, Korea, **Global Energy and Technology**, USA, **Pegasus Logistics Group**, USA, **Tianjin Hosiden Electronics**, China.

QuEST Forum Member Calendar

Need to know where and when the QuEST Forum meetings are in 2009? Instructions on how to view the member calendar are below. Please note that the calendar located under the “Events and News” tab on the public website only shows meetings that are open to the general public. To view QuEST Forum meetings for members, you must sign into the Member Portal.

- 1) Sign into the [Member Portal](#)
- 2) Choose “Member’s Area” from the left hand menu
- 3) Choose the link titled “View Member Calendar” in the middle of the screen
- 4) Change the options at the top of the calendar to view events by year or month
- 5) Click on an event for more information. (The pertinent information will appear in a pop-up screen.)

Hint: The year view is a quick and easy way to see all of the scheduled face-to-face in 2009 for the Executive Board, Leadership Council and Work Groups.

New Members

QuEST Forum welcomes new members **Redback Networks**, Affiliate Member, Americas Region and **Telenor Pakistan**, Service Provider, APAC Region.

Suggestions or Comments on the QuEST Forum Newsletter?

Please email information@questforum.org. We look forward to hearing from you.